



ExportNZ ASB
Wellington Export Awards

— excellence in export —

ENTRY CRITERIA 2019



AWARD CATEGORIES



Best Emerging Business

sponsored by **Wellington Airport**



CentrePort Wellington

Best Medium/Large Business

sponsored by **CentrePort**

Excellence in Innovation

WREDA

Wellington
Regional Economic
Development Agency

Excellence in Māori Export

sponsored by **WREDA**

ASB

Exporter of the Year Award

sponsored by **ASB**



**NEW ZEALAND
TRADE & ENTERPRISE**
Te Taurapa Tūhono

New Zealand Trade and Enterprise is a strategic partner for the ExportNZ ASB Wellington Export Awards. Each regional winner in the general export categories will automatically be shortlisted for the New Zealand International Business Awards. All shortlisted applicants are invited to pitch in front of a select group of judges and industry professionals, with finalists announced following the pitch session.

CRITICAL DATES

Monday 4 February: **Entries open**

Monday 1 April: **Entries close**

Monday 29 April – Friday 3 May: **Judges visit finalists**

Tuesday 7 May: **Finalists announced**

Thursday 23 May: **Gala dinner**

HOW TO ENTER

To enter, please go to <https://exportnz.awardsplatform.com>

Create an account, and select Wellington as your region to enter the ExportNZ ASB Wellington Export Awards.

WHY YOU SHOULD ENTER

1. It's fun.

The ExportNZ Awards are a vibrant, memorable, friendly and fun event. Take that next step and be part of it.

2. You might win.

You can't win Lotto if you don't buy a ticket. An award gives you a point of difference and a third-party mark of excellence.

3. Everybody benefits.

The big win comes from the process of preparing the application. Entering an award gives you a structure and process to step back and look at what you have achieved, what you have learned along the way, and get a clear focus on where you are going.

4. Feedback from the judges.

This gives you a sense of where you're going and where you can improve. Detached assessment and advice is invaluable.

5. Judges will shortlist finalists for each award based on a review of all entries.

Winning an award will significantly raise your company profile locally, nationally and internationally, attracting new business. Being shortlisted as a finalist will also build your brand and credibility in the marketplace.

6. Category winners will be automatically shortlisted in NZTE's New Zealand International Business Awards.

Winning a category will give you the opportunity to have your business successes recognised on the national stage.

7. Shout from the rooftops.

Use an award on all corporate literature and advertising, on your website, in your newsletters. Use it as a tool for your business pitches. Drive home the fact that you are the best in your field.

8. Investment potential.

If you aim to grow your business, recognition in the awards can help impress potential investors.

9. Network with fellow business leaders.

Attending our awards dinner and subsequent events gives you the opportunity to network with other business leaders and professionals.

10. Boost staff morale, retention and recruitment.

Achieving recognition in the awards can have a positive effect on staff morale, motivation and retention, as it acknowledges their contribution to your business success. It is also a great way to attract new talent.

GENERAL ENTRY INFORMATION

1. Open to businesses managing their export earnings and revenue generating operations from within the following catchment area:

The region includes Manawatu, Wairarapa and Greater Wellington, as per the map on page 6 of this document.

2. As an exporter your time is precious.

We have balanced the time required to participate with the needs of a well-considered, comprehensive and robust judging process.

3. All applicants are required to complete a simple online entry form.

This includes information about your company and what you do.

4. You will receive an email acknowledging receipt of your entry.

5. Judges will shortlist finalists for each award based on a review of all entries.

The judges may contact you during this process to request further information. Information provided to the judges is strictly confidential.

6. Site visits for all finalists will take place the week of Monday 29 April to Friday 3 May.

The judges will ask further questions and discuss the content of your written submission to assist them with their assessments.

7. Upon being announced as a finalist, we will need the following from you:

- A blurb of 100 words on what your company does and some background on your business
- Six high-quality images relating to your business
- A high-quality copy of your logo (preferably in Vector format)

This will be used to profile your business in both the programme and throughout the dinner.

8. Finalists will be profiled at the ExportNZ ASB Wellington Export Awards dinner on Thursday 23 May 2019.

9. Our panel of judges is as follows:

- **Mike Atkins** – ASB
- **Vaughan Renner** – Business Central/BusinessNZ
- **Rachel Baxter** – NZTE

ENTRY ELIGIBILITY BOUNDARIES



DETAILED ENTRY CRITERIA



Wellington Airport Best Emerging Business

The Wellington Airport Best Emerging Business Award recognises success by net return to the New Zealand economy for businesses with a total annual revenue under NZD\$5 million and have a history of operating internationally with growth up to a maximum of 5 years.

1. The businesses eligible to enter will have been engaged in generating significant export earnings for that business and New Zealand up to NZD \$5 million.

Examples of businesses that **ARE** eligible include:

- Any manufacturer and exporter of products
- Any marketer who exports someone else's products
- Any exporter of services (this includes bringing people to New Zealand, e.g., tourists or students)

Examples of businesses that **ARE NOT** eligible include:

- Importers of goods or services
- Unrelated companies which supply products for someone else to export
- Traders who solely buy finished products in one offshore country for sale in another

If unsure of your company's eligibility ask—

Is this business receiving a significant part of their turnover in foreign currency and are they doing at least one of the following:

- Marketing overseas?
- Travelling offshore to promote the company?
- Appointing offshore representation?

2. The business must administer and manage the export operation from within the catchment area detailed on the map. Administration of export operations include:

- Any export business owned and operated in the catchment area
- Any business exporting products produced in other regions providing the trading is managed from the catchment area
- Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own exports

3. ExportNZ Wellington has sole discretion to accept or decline an entry.

CentrePort Best Medium/Large Business

The CentrePort Best Medium/Large Business Award recognises success by net return to the New Zealand economy for businesses with a total annual revenue of over NZD\$5 million.

1. The businesses eligible to enter will have been engaged in generating significant export earnings for that business and New Zealand over NZD \$5 million.

Examples of businesses that **ARE** eligible include:

- Any manufacturer and exporter of products
- Any marketer who exports someone else's products
- Any exporter of services (this includes bringing people to New Zealand, e.g., tourists or students)

Examples of businesses that **ARE NOT** eligible include:

- Importers of goods or services
- Unrelated companies which supply products for someone else to export
- Traders who solely buy finished products in one offshore country for sale in another

If unsure of your company's eligibility ask—

Is this business receiving a significant part of their turnover in foreign currency and are they doing at least one of the following:

- Marketing overseas?
- Travelling offshore to promote the company?
- Appointing offshore representation?

2. The business must administer and manage the export operation from within the catchment area detailed on the map. Administration of export operations include:

- Any export business owned and operated in the catchment area
- Any business exporting products produced in other regions providing the trading is managed from the catchment area
- Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own exports

3. ExportNZ Wellington has sole discretion to accept or decline an entry.

Excellence in Innovation

The Excellence in Innovation Award recognises success in developing and commercialising innovation in international markets; incorporating intellectual property, strategy, processes and monitoring.

1. The businesses eligible to enter will have been engaged in generating significant export earnings for that business and New Zealand.

Examples of businesses that **ARE** eligible include:

- Any manufacturer and exporter of products
- Any marketer who exports someone else's products
- Any exporter of services (this includes bringing people to New Zealand, e.g., tourists or students)

Examples of businesses that **ARE NOT** eligible include:

- Importers of goods or services
- Unrelated companies which supply products for someone else to export
- Traders who solely buy finished products in one offshore country for sale in another

If unsure of your company's eligibility ask—

Is this business receiving a significant part of their turnover in foreign currency and are they doing at least one of the following:

- Marketing overseas?
- Travelling offshore to promote the company?
- Appointing offshore representation?

2. The business must administer and manage the export operation from within the catchment area detailed on the map. Administration of export operations include:

- Any export business owned and operated in the catchment area
- Any business exporting products produced in other regions providing the trading is managed from the catchment area
- Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own exports

3. The business must demonstrate a product, pathway, positioning, promotion or pricing approach that is innovative in the way in which it has been applied in the business.

4. ExportNZ Wellington has sole discretion to accept or decline an entry.

WREDA Excellence in Māori Export

The WREDA Excellence in Māori Export Award recognises Māori business contribution to the New Zealand export economy; the approach, values and tikanga that underpin and uniquely define Māori business.

1. The businesses eligible to enter will have been engaged in generating significant export earnings for that business and New Zealand.

Examples of businesses that **ARE** eligible include:

- Any manufacturer and exporter of products
- Any marketer who exports someone else's products
- Any exporter of services (this includes bringing people to New Zealand, e.g., tourists or students)

Examples of businesses that **ARE NOT** eligible include:

- Importers of goods or services
- Unrelated companies which supply products for someone else to export
- Traders who solely buy finished products in one offshore country for sale in another

2. The business must demonstrate the approach, values and tikanga that underpin and uniquely define Māori business in the operation of their export business.

3. The business must administer and manage the export operation from within the catchment area detailed on the map. Administration of export operations include.

- Any export business owned and operated in the catchment area
- Any business exporting products produced in other regions providing the trading is managed from the catchment area
- Any subsidiary of a business located elsewhere provided that the catchment area subsidiary manages its own exports

4. ExportNZ Wellington has sole discretion to accept or decline an entry.



ASB Exporter of the Year

The winner of the ASB Exporter of the Year award will be one of the winners from the previous four categories and will have demonstrated sustained and outstanding performance and results in terms of:

- Earnings, growth and profit
- Leadership and direction
- Excellence in marketing
- Strategy and business planning
- Commitment to quality management
- Governance

FOR MORE INFORMATION

Contact

Sam MacKinnon

ExportNZ Wellington Executive Officer

smackinnon@exportnz.org.nz

M: 021 026 72441

DDI: (04) 470 9883



Export New Zealand Wellington is delivered locally by Wellington Chamber of Commerce

Our business family includes

